

course. She says: 'Sport has been a part of my life as long as I can remember and my success has been in large part due to the coaching and professional guidance I was given. I've been inspired to qualify as a PT so I can help other people enjoy the health and wellbeing benefits of exercise.'

Getting engaged



The latest findings from the annual 'Working in Fitness' survey, conducted by Exercise Move Dance Insight and SkillsActive, have confirmed the integral role fitness professionals play in inspiring the nation to engage with regular physical activity.

The survey, based on the opinions of nearly 2,000 fitness professionals, found that just under half (45 per cent) of group exercise instructors reported a growth in participant numbers in the last year.

Following high profile campaigns including Sport England's 'This Girl Can', dance fitness organisations have benefited from a boom in participation numbers. Clubbercise has doubled the size of their business since it was founded in 2014, and their instructor workforce has also seen a steady rise in numbers in response to the dance fitness trend.

The survey found that 67 per cent of respondents confirmed that they joined the industry due to their genuine passion for fitness and, in light of growing participation numbers, enthusiastic sector professionals are taking a greater lead in helping to tackle physical inactivity. Nearly three quarters (72 per cent) of fitness professionals claimed their instructing career was either important or very important among other life priorities, while more than half (62 per cent) of respondents stated their reason for staying in the industry was to help others.

To read the survey, visit <http://bit.ly/280MF6u>

Pure genius

Pure Gym has announced a partnership with TomTom, a global leader in navigation and mapping products, which will see the two companies combine their visions of making fitness and technology accessible for everyone.

TomTom launched its own branded GPS sport watches in 2013 to help people keep moving towards their fitness goals by providing essential performance information.

The initial phase of the partnership has seen TomTom offer complimentary three-month membership to Pure Gym clubs with the purchase of fitness watches from January to March this year, encouraging people to become more active and driving members towards Pure Gym's flexible sites.

The second phase will see Pure Gym roll out TomTom branding across its clubs nationwide as the companies collaborate on further opportunities to be implemented throughout 2016.



Get moving

The Exercise, Movement & Dance Partnership (EMDP), the national governing body for group exercise and dance fitness, has acquired Class Finder, the UK's most popular, free online site for fitness instructors and organisations to promote their classes.

The website, initially launched in 2009, currently holds information on nearly 30,000 weekly classes run by 6,000 instructors and teachers. The site allows the public to find fitness classes at local venues, enables fitness instructors to promote their classes and skills, and also permits operators and class organisers to find fitness instructors at short notice.

Time for change

Places for People Leisure business development director, Tim Hewett, and development director, Peter Kirkham, both retired at the end of June after many years in the leisure industry and having grown the business to one of the most successful leisure companies in the UK. John Bates, formally head of business development, will take over as business development director.

In the bag

Gymbag - an eCommerce platform specifically designed for the fitness industry - has now launched, following an 18-month UK pilot, along with investment support

through the Wellness Accelerator Programme for young entrepreneurs, established by H-Farm and global fitness equipment manufacturer, Technogym.

Gymbag enables personal trainers and gym owners to create their own personalised eCommerce store to sell products that complement their services. Users receive 75 per cent of sales profit without the need to develop a website or carry any inventory. Gymbag members have access to more than 1,200 products, including supplements, fitness equipment, apparel and healthy food and snacks, from 140 companies.

For more info, visit www.gymbag.com